

City of Saratoga Springs

Website and Social Media Design and Upgrade

RFP# 2014-25

**Nick Salas
Nickspages.com, Inc.
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Fed Emp ID # 270704877

December 1, 2014

City of Saratoga Springs
Department of Accounts
474 Broadway
Saratoga Springs, NY 12866

RE: RFP# 2014-25

Dear City of Saratoga Springs,

Nickspages.com, Inc. has received and reviewed RFP# 2014-25 for the redesign and implementation of an upgraded website and additional social media applications to meet the City of Saratoga Springs various needs. The designed site will be aesthetically appealing reflecting the values and character of the city while upholding all branding requirements, will focus on usability with a uniform architectural and navigational framework allowing easy access to pertinent information for all citizens, and will utilize an easy to update and adaptable open source content management system. Additionally the site will integrate all necessary existing e-government applications including bill pay etc., will be responsive with all web browsers and devices, improve and streamline the amount of information and publishing time to the site, and develop a broader social media presence throughout the online community. Improvement, redesign, and updating of the city's spin-off websites will be taken into consideration and developed where necessary. Training for key staff and ongoing maintenance, technical support, and an update plan will be implemented. NP acknowledges the terms set forth in RFP# 2014-25 and is fully capable of meeting all requirements and specifications with quality assurance. We can fully advise and develop the necessary strategic considerations to meet all of your companies needs and facilitate long-term support.

Sincerely,
Nick Salas

President
Nickspages.com, Inc.



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Nickspages.com, Inc. is a responsive template manufacturer specializing in Drupal. We have the resources, vision, and experience to design and implement any responsive solution for any organization with integrity and style. We offer an effective solution to developing sites that are both attractive and functional, in order to achieve your desired products. Our company holds extensive coding experience working with HTML5, CSS3, PHP, jQuery, Drupal & WordPress content management systems, and the implementation of audio/visual materials including webinars (<https://themecourt.com/how-to>). Nick holds experience working in association with the governmental agency, Georgia Emergency Management Agency (GEMA) for MBF Industries, Inc. NP was founded in 2009 by President and Programmer Nick Salas and is a leader in the Palm Beach, Florida area providing web design services and turn key responsive themes. Our firm is structured into two sections, Private Web Development led by Director of Sales Laura Tripp, and Governmental Design and Development managed by Procurement Director Jenna Smith. Our business is rapidly expanding globally, with over fifty clients in the USA, Canada and Jamaica.

Nick Salas

3801 PGA Blvd #602 Palm Beach Gardens, FL 33410 – 561.676.4988 –
nick@nickspages.com

Objective To apply my administrative talents and networking knowledge, while finding ways to streamline and organize company operations.

Experience Programmer

Nickspages.com, Inc., Palm Beach Gardens, FL
April 2009 – Present
Open Source Custom and Contributed Themes – Retail
Responsive Everything
HTML5/CSS3/PHP/jQuery/MySQL

Programmer

ThemeCourt.com, LLC., Palm Beach Gardens, FL
April 2013 – Present
Open Source Custom Royalty Free Themes – Wholesale
7 Users to Date, First Responsive Theme Marketplace
Restaurante theme coming out 11-17-14 for WordPress
Pre Packaged Turnkey Zip Files w/ Database
HTML5/CSS3/PHP/jQuery/MySQL

Customer Relations Manager Intern

Pulte Homes
April 2005 – July 2015
Quality Assurance / Construction Management

Education MBA

University of Central Florida, Orlando, FL
2010

Finance BA

University of Central Florida, Orlando, FL
2002-2006

Interests Responsive design, unique themes, basketball

Social Media Facebook.com/themecourt

References References can be obtained by asking clients on nickspages.com/client-map.

Project Title: Responsive Health Care Projects

Client Name: James Weber

Client Contact: 115 Old Short Hills Rd
#535 West Orange, NJ 07052
james@ashoestringproduction.com
P | 973.251.2094

Staff Lead: Nick Salas - President & Programmer Nickspages.com, Inc.

Timeline: 2013 - present

Number of Hours: 665+

Fee: \$20,000 +additional ongoing hourly fees for update / maintenance

Project Description: Development of 7 different health care professional WordPress Projects

Project Approach: Programming, configuration, and development of responsive open source content management / WordPress

Project Outcome: Successfully created and implemented 7 custom WordPress design projects / sites

Project Title: MPN Realty Inc. Custom Corporate Responsive Apps

Client Name: Leigh Rubin

Client Contact: 239 Bainbridge Street
Philadelphia, PA 19147
leigh@rubincreative.com
P | 267.319.1683

Staff Lead: Nick Salas - President & Programmer Nickspages.com, Inc.

Timeline: 2013 - Present

Number of Hrs: 335+

Fee: \$10,000 +additional hourly fees for update /maintenance

Project Description: Custom responsive commercial real estate app

Project Approach: Programming, configuration, and development of MTS Software Solutions and MPN Realty, Inc's corporate responsive apps utilizing a custom responsive Drupal theme.

Project Outcome: Successfully created and implemented custom drupal web design with over 10 users

Client Name: Paul Brown

Client Contact: 132 W Plant St Ste 210
Winter Garden, FL 34787
paul@pbbrown.com
P | 480.586.0954

Project Title: Custom Responsive Drupal Theme

Staff Lead: Nick Salas - President & Programmer Nickspages.com, Inc.

Timeline: 2013 - Present

Number of Hrs: 266+

Fee: \$8,000+

Project Description: Custom responsive Drupal solution to emulate existing branding.

Client Name: Paul Creighton

Client Contact: 5116 South Orange Ave
Orlando, FL 32809
paul@tskorman.com
P | 407.895.3000

Project Title: Custom Drupal Theme / eBlast

Staff Lead: Nick Salas - President & Programmer Nickspages.com, Inc.

Timeline: 2014

Number of Hrs: 65+

Fee: \$2,000

Project Description: Creation of custom responsive Drupal call to action landing page with matching eBlast.

Client Name: Robert Stunkel

Client Contact: bobstunkel@gmail.com
P | 561.715.7102

Project Title: Responsive Web Implementation

Staff Lead: Nick Salas - President & Programmer Nickspages.com, Inc.

Timeline: 2014

Number of Hrs:

Fee:

Project Description: Creation of responsive sites from existing and custom WordPress themes.
Two independent websites developed for client: Commercial and Residential Real Estate, Securities etc.

Scope of Services Timeline

Phase I Web Design

- 1.1 Consultation with City of Saratoga Springs and/or branding project team to assist in design analysis.
- 1.2 Consultant shall devise site themes; including color schemes, graphic elements, and navigational tools to maintain consistency and unity in look and feel throughout website(s).
- 1.3 Consultant shall provide a minimum of (3) designs of the proposed website(s).
- 1.4 Consultant shall obtain design/template approval.
- 1.5 Consultant will assist in addressing and URL changes or naming conventions.
- 1.6 Consultant will immediately begin updating and migrating necessary information.
- 1.7 Consultant will plan and integrate all necessary e-government applications in design.
- 1.8 Consultant will integrate all noted requirements and additional features / functions.
- 1.9 Consultant with help of city will identify which additional spin-off sites will be improved, updated, or replaced.
- 1.10 Consultant will take necessary measures to accommodate strategies in updating spin-off sites as stated in 1.9.

Phase II CMS

- 2.1 Consultant shall provide a comprehensive CMS solution.
- 2.2 Consultant shall utilize Drupal and WordPress CMS solutions to meet all adaptability, efficiency, editing and management product requirements.
- 2.3 Consultant shall incorporate all necessary information within the CMS and build site.
- 2.4 Consultant shall incorporate all functions and features desired by client including; Master Calendar Functionality, Navigation, Forms, Security and Authorization and Additional Functionality etc.

Phase III Social Media Applications

- 3.1 Consultant will identify target marketing groups and appropriate hosts for social media applications. Facebook, Twitter, Instagram etc.
- 3.2 Consultant will establish social media sites.
- 3.3. Consultant will adhere to consistency of all branding and requirements.
- 3.4 Consultant will link social media outlets for the benefit of cross post informational publishing.

Phase IV Ongoing Maintenance and Update Plan

- 4.1 Consultant shall develop plan for ongoing maintenance and technical support.
- 4.2 Consultant shall develop plan for emergency recovery services.
- 4.3 Consultant will refresh the design elements, update the technology and engineering of site, perform search engine optimization, content management and additional elements associate with website on an as need basis.
- 4.4 Consultant will maintain open availability and technical support in order to immediately address any technical concerns.
- 4.5 Consultant will balance and prioritize city requests for technical support before consultants other customers.

Phase V Training

- 5.1 Consultant will provide full and complete training on the use of CMS.
- 5.2 Consultant will provide training on all software, web, and social media applications.
- 5.3 Consultant will provide webinar training alongside optional on-site training
- 5.4 Consultant will provide training manuals in electronic format

Cost Proposal

Development and Design	\$ 40,000
Ongoing Maintenance and Support	\$ 5,000
Training for Staff	\$ 5,000
Total Costs	\$ 50,000

* Quoted rates are based on a \$50 hourly rate.

* Additional \$ 5,000 per year for technical support and maintenance at the discretion of client.

Nickspages.com, Inc.

Nickspages.com, Inc. will provide all additional necessary insurance requirements upon contract award.